

**City of Greensboro Planning Department  
Zoning Staff Report  
September 11, 2006 Public Hearing**

*The information provided in this staff report has been included for the purpose of reviewing proposed zoning changes. Since the zoning process does not require a site plan, there may be additional requirements placed on the property through the Technical Review Committee process to address subdivision and development regulations.*

**Item:** A (Old Business)  
**Location:** Northeast quadrant of Gorrell Street and King Street  
  
**Applicant:** Robert Isner  
**Owner:** Robert Isner & Dick Rhyne  
  
**From:** LI  
**To:** CB  
  
**Conditions:** N/A

SITE INFORMATION	
<b>Maximum Developable Units</b>	N/A
<b>Net Density</b>	N/A
<b>Existing Land Use</b>	Vacant Office-warehouse
<b>Acreage</b>	1.324
<b>Physical Characteristics</b>	<i>Topography:</i> Flat <i>Vegetation:</i> None <i>Other:</i> N/A
<b>Overlay Districts</b>	N/A
<b>Historic District/Resources</b>	N/A
<b>Generalized Future Land Use</b>	Mixed Use CBD
<b>Other</b>	N/A

SURROUNDING ZONING AND LAND USE		
Location	Land Use	Zoning
<i>North</i>	Vacant Industrial Buildings (recently rezoned for apartments)	CB
<i>South</i>	Southside Development	TN-1
<i>East</i>	Office-warehouse / Southside Development	LI / TN-1
<i>West</i>	Vacant Industrial Buildings (recently rezoned for apartments)	CB

ZONING HISTORY		
Case #	Year	Request Summary
		This property has been zoned LI since July 1, 1992. Prior to the implementation of the UDO, it was zoned Industrial L.

<b>DIFFERENCES BETWEEN LI (EXISTING) AND CB (PROPOSED) ZONING DISTRICTS</b>	
<b>LI:</b>	Primarily intended to accommodate limited manufacturing, wholesaling, warehousing, research and development, and related commercial/service activities which in their normal operations have little or no adverse effect upon adjoining properties.
<b>CB:</b>	Solely intended for application in the central core of the city. The district is established to encourage high intensity, compact urban development. The district is intended to accommodate a wide range of uses including office, retail, service, institutional, and high density residential developments in a pedestrian-oriented setting.

<b>TRANSPORTATION</b>	
<b>Street Classification</b>	King Street – Local Street, Gorrell Street - Collector Street.
<b>Site Access</b>	Residential accesses proposed.
<b>Traffic Counts</b>	Gorrell Street ADT = 2,900.
<b>Trip Generation</b>	N/A.
<b>Sidewalks</b>	Sidewalks are a requirement of the Development Ordinance. 6' sidewalk with a 4' grass strip is required along both sides of thoroughfares. 5' sidewalk with a 3' grass strip is required along one side (at a minimum, collectors may require sidewalk on both sides) of all other street types.
<b>Transit</b>	Yes.
<b>Traffic Impact Study</b>	Not required per TIS Ordinance.
<b>Street Connectivity</b>	N/A.
<b>Other</b>	N/A.

<b>ENVIRONMENTAL REVIEW</b>	
<b>Water Supply Watershed</b>	No, site drains to South Buffalo Creek
<b>Floodplains</b>	N/A
<b>Streams</b>	N/A
<b>Other</b>	N/A

<b>LANDSCAPING REQUIREMENTS</b>	
<b>Location</b>	<b>Required Planting Yard Type and Rate</b>
<i>North</i>	N/A
<i>South</i>	N/A
<i>East</i>	N/A
<i>West</i>	N/A

## CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

### Connections 2025 Written Policies:

Reinvestment/Infill Goal: Promote sound investment in Greensboro's urban areas, including Center City, commercial and industrial areas, and neighborhoods.

POLICY 4C.1: Promote new forms of compact development.

Downtown Goal: Promote reinvestment, preservation, diversification, and selective intensification of activity in Downtown Greensboro, to reinforce its importance as the economic, cultural and civic center of the City while protecting its heritage and historic resources and enhancing its urban character.

POLICY 4E: Promote diversification and intensification of downtown Greensboro.

POLICY 5F.2: Improve design standards for new development to enhance community appearance and sense of place (visual impacts on adjacent neighborhoods).

Housing and Neighborhoods Goal: Meet the needs of present and future Greensboro citizens for a choice of decent, affordable housing in stable, livable neighborhoods that offer security, quality of life, and the necessary array of services and facilities.

POLICY 6A.2: Promote mixed-income neighborhoods.

POLICY 6C: Promote the diversification of new housing stock to meet the needs of all citizens for suitable, affordable housing.

POLICY 7C.3: Identify brownfield sites and underutilized/abandoned properties and buildings and expedite opportunities for development.

### Connections 2025 Map Policies:

*The area requested for rezoning lies within the following map classifications:*

Mixed Use Central Business District: This designation applies only in and around Downtown Greensboro. It emphasizes the urban character and the mix and intensity of activities uniquely suited to the central city. This designation is intended to permit a true mix of all uses, except heavy industrial, at the highest levels of scale and density within the City and with unique development standards tailored to the urban character of Downtown. It is particularly important to move the Downtown towards becoming a center of activity not only in the day, but also at night and during weekends, by promoting a mix of commercial, entertainment, residential, and other uses (see policies and narrative in Section 4.5.2). To help achieve this goal, creative forms of housing, such as lofts within restored historic structures and residential units in the often unoccupied second stories above ground-level retail, should be encouraged.

Activity Center: Activity Centers are existing or anticipated future concentrations of uses that function as destinations or hubs of activity for the surrounding area. Typically located in areas of mixed use shown on the Generalized Future Land Use Map, such centers are intended to include features such as a mix of higher intensity uses (housing, retail, office, etc.), compact development patterns, and pedestrian and transit linkages. A one-half mile radius (considered

the limit of a comfortable walk) is shown around each activity center except for the Downtown, which functions as an activity center for the entire City. It should be noted that the locations shown on the Generalized Future Land Use Map are conceptual and do not preclude the development of Activity Centers in other locations where they would support the goals and policies of the Comprehensive Plan.

### **CONFORMITY WITH OTHER PLANS**

*The following aspects of relevant plans may be applicable in this case:*

**City Plans:** N/A

**Other Plans:** N/A

### **STAFF COMMENTS**

**Planning:** The property immediately to the north along King Street (7.7 acres) was rezoned to Central Business by the Zoning Commission in April 2006.

There are many Comprehensive Plan aspects of this request. This request is consistent with the Mixed Use Central Business District land use classification on the Generalized Future Land Use Map and it is located in an Activity Center as described above.

This proposal meets both the Reinvestment/Infill Goal and the Downtown Goal. It promotes a new form of compact development (Policy 4C.1) and promotes the diversification and intensification of downtown Greensboro (Policy 4E).

Finally, this request is an excellent example of an opportunity for redevelopment of a brownfield site.

**GDOT:** No additional comments.

**Water Resources:** No additional comments.

### **STAFF RECOMMENDATION**

Based on all the information contained in this report, the Planning Department recommends approval.